

Apraxia Kids

Apraxia Kids is the leading nonprofit that strengthens the support systems in the lives of children with Childhood Apraxia of Speech (CAS). Apraxia Kids supports parents and professionals in understanding and raising awareness for CAS. Since its inception in 2000, Apraxia Kids has provided support to more than 100,000 families and professionals.

Apraxia Kids has used Blackbaud Luminate Online ("LO") for many years and recently installed Salesforce NPSP as a CRM database, while retaining LO for digital engagement including fundraising event management.

Solution

Apraxia Kids addressed its challenges by deploying Luminate Online Integration for Salesforce, powered by Omatic Cloud. The Apraxia Kids team members were pleased by Omatic Cloud's truly configurable solution, on top of Omatic's longstanding expertise in the world of data integration for nonprofit organizations.

Apraxia Kids' integrations were built starting with three key data integration formulas for the following:

- New and updated contact data from LO to Salesforce
- Online donations from LO to Salesforce
- The Walk for Apraxia: LO TeamRaiser peer-to-peer participant and donation data to Salesforce

The Challenge

- The Apraxia Kids team struggled with getting data from LO into Salesforce. They needed LO information in Salesforce in real-time, so they could use it for the most effective ongoing supporter engagement.

They had created a series of manual steps to download data into Excel spreadsheets, which then had to be tediously manipulated before the information could be uploaded into Salesforce. This manual integration procedure resulted in a long, drawn-out data exchange process that took days at a time.

The Result

- ✓ Today, the Omatic Cloud APIs connect LO and Salesforce, so there are no files to download and upload. Data simply flows between systems on a regular schedule or on-demand, but in a process controlled and validated by the team.

And time-efficiency is the name of the game – the Apraxia Kids team is saving considerable time on manual work and data entry – what used to take days now takes a few hours.



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The Challenge

- Another challenge was that the organization's data was siloed – online activity lived in LO, but offline gifts, grants, and even many Walk for Apraxia donations lived in Salesforce. And the integration process was so protracted that the Apraxia Kids' leaders never seemed to have a complete picture of their supporters.

- In addition, the team had to wait until the very end of the tiresome manual import process to determine if there were errors, duplicates, or other data irregularities – that would then need to be corrected by hand

- Apraxia Kids' time-consuming import process was not easily able to discern inconsistent or incorrect data in LO that was being sent to Salesforce – the team called it 'garbage data' – including data from so many donors who keyed in erroneous information online or created their own duplicate records!

- Because the manual data integration process was such a prolonged affair, processing and generating donor acknowledgment letters was also protracted and manual – often consisting of running multiple reports from multiple systems, which took considerably more time for staff to handle.

The Result

- ✓ On-demand integration means that Apraxia Kids' Salesforce system is always current and complete. **Users have access to the most up-to-date information and can use the consolidated data more strategically and immediately.**

- ✓ Omatic Cloud provides a level of data accuracy that the Apraxia Kids team had only dreamed about. **The integration process gives them the chance to validate that the data coming into Salesforce from LO are clean – and provides the opportunity to triage any data misalignments before they go into Salesforce.**

- ✓ Omatic Cloud uses sophisticated contact-matching rules and scoring to ensure that duplicates are not created and discern who is truly a new donor. And the team can adjust the matching rules when needed. In addition, there are business rules the team can leverage for proper-casing, field formatting, address alignment, and to ensure compliance with their data standards.

- ✓ **Donor and gift data are now getting from LO to Salesforce accurately and far more efficiently. This has enabled the Apraxia Kids team to send acknowledgments much more expediently, touching donors at the right time and providing a better donor experience overall.**

Conclusion

Apraxia Kids' database lead is thrilled about the time that her team is saving and the improved data currency and data accuracy that Omatic Cloud has afforded the organization. But she can't help thinking about the strategic benefits as well, and is looking forward to being able to send email campaigns, leveraging what she refers to as 'tons of different data points' for more strategic segmentation as well as reporting.